



Health Promotion/Disease Prevention Bemidji Area

Ivan MacDonald, MPH





ONE VISION-ONE VOICE

Interrelationships of Theory, Research, and Practice

Health Promotion/Disease Prevention

**Bringing People together to share what working in our communities & how we can improve the
Quality of Life by working together with ONE VISION-ONE VOICE.**

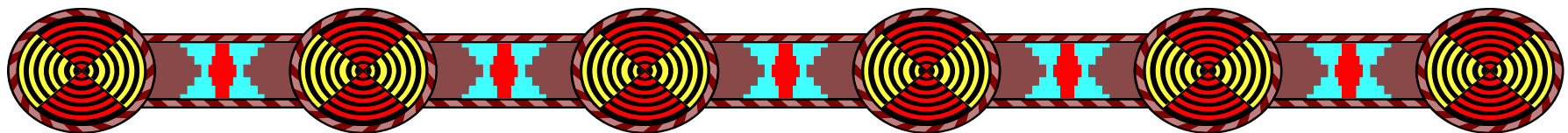
Bemidji Area Health Promotion/Disease Prevention Overview

Creating healthier American Indian communities in the Bemidji Area by building on individuals, families and community strengths and assets.

Focus on effective clinical and community public health strategies

Identify and implement best practices to reduce the health burden in our communities

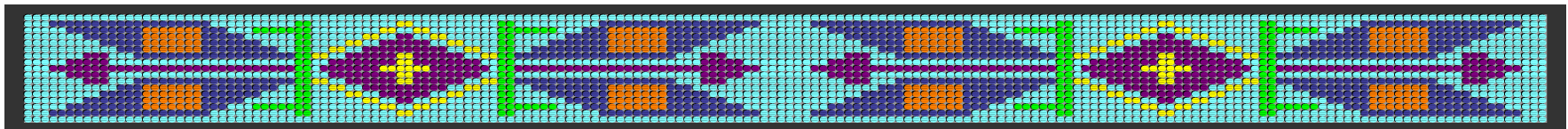
Increase community capacity and infrastructure



Bemidji Area Community Champion Forum



Fifteen Community Wellness Champions met at the Lake of the Torches Resort in Lac du Flambeau, Wisconsin on May 21-23, 2007 to share, learn and support one another in the effort towards building healthier Native communities in the Bemidji Area.



Bemidji Area Health Promotion/Disease Prevention

Lac Courte Oreilles

Intimate Partner Violence Data Guideline

Injury Prevention Project

Kelli Stamper

Environmental Health Officer of the Northern Native American Health Alliance

Diana Kuklinski

Director of the Bemidji Area Environmental Health Services

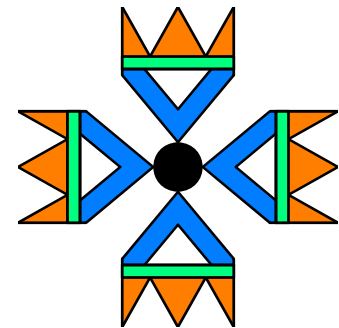
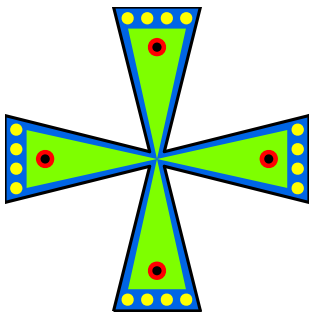
Lac Courte Oreilles Injury Prevention Project support community based injury prevention project on Intimate Partner Violence.

Bemidji Area Violence Prevention Team pilot project focused on developing a data profile of Intimate Partner Violence (IPV) within the LCO community:

Provided a better understanding of the incidence, prevalence, and severity of the violence problem and identify opportunities for and challenges to data collection.

Data profile included:

- Victim
- Perpetrator
- Community Data



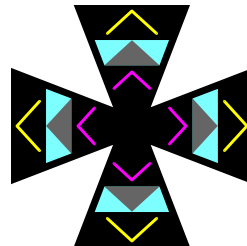
Data would be used to develop targeted prevention strategies.

Pilot project primary data included:

- Health Care
- Medical examiner
- Law enforcement records.

Bemidji Area Violence Prevention Team Members:

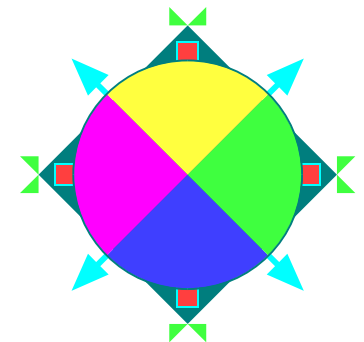
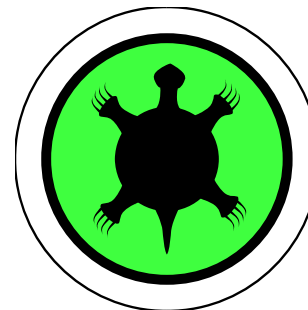
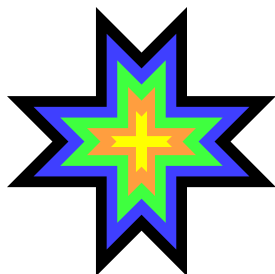
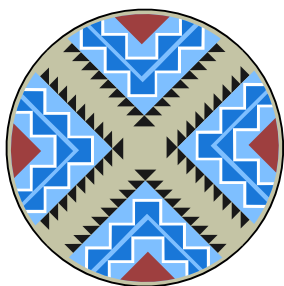
- Diana Kuklinski, Director the Environmental Health Service Section of the Bemidji Area Violence Prevention Team, Indian Health Service
- Kelli Stamper, Environmental Health Officer of the Bemidji Area Violence Prevention Team, Northern Native American Health Alliance
- William Casey Crump, District Environmental Health Officer of IHS Rhinelander District Office
- Luis Salas, Injury Prevention Specialist of the Northern Native American Health Alliance
- Ivan MacDonald, HP/DP Consultant of the Bemidji Area Violence Prevention Team
- COACH: Hanna Cooper, Public Health Consultant



Honoring the Gift of Heart Health in Support of a Comprehensive Community Intervention Project within a Tribal Community

Menominee Tribe of Wisconsin

Honoring the Gift of Heart Health is the result of a long-standing partnership between National Heart Lung and Blood Institute (NHLBI) and the Indian Health Service (IHS) to focus expertise and resources on the prevention of CVD in AI/communities. The NHLBI Honoring the Gift of Heart Health is a comprehensive curriculum-based health promotion and outreach program to increase heart health awareness, knowledge, and skill among AI/ANs using a lay health worker approach. The primary purpose of Honoring the Gift of Heart Health projects is to educate tribal communities and tribal health care workers on cardiovascular disease prevention. The program is being used to help tribal communities integrate and coordinate their CVD prevention efforts by bringing heart health education and tailored outreach and skills training to communities and clinics throughout Indian Country.



Bemidji Area Health Promotion/Disease Prevention Models and Theories of Change

- **Community Development:** A process where people in communities manage and are active in change for the long term by working together strengthening social ties and setting goals that are aligned with the particular community culture and resources available.
- **Health Promotion:** Aims to enable people to increase control over and improve their health and wellbeing through long-term social change programs in their communities.
- **Health Belief Model:** Based on understanding of people's readiness to act and the reasons for their inactions. Communicating information about risks and about benefits of action to change the knowledge, attitudes and intentions of various groups is fundamental to the model.
- **Social Learning Theory:** Builds a target audience's confidence to change their behaviors through opportunities for learning in groups, through observation and role modeling.
- **Behavioral Reinforcement Theory:** This emphasizes the rewards of desirable and punishments of undesirable behaviors.
- **Networking:** Sharing information, resources, contacts, ideas, and celebrations with others who have a similar vision helps to strengthen Health Promotion/Disease Prevention in Bemidji Area.



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